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CAMPAIGN INSIGHTS
## DELIVERING MORE TRANSPARENCY

For streaming investments, understanding program-level context is near impossible and leveraging standard genres as a proxy doesn't offer much, with the majority of inventory falling within 3-4 standard genres. To solve for this, Tubi has developed **Campaign Insights** - a first of its kind of analysis that features **Content Clusters**, unique contextual groupings created via machine learning that go well beyond standard genres offering a deeper level of context mapped to rich audience data.

SAMPLE REPORTING

65% Impressions served to 20 unique Content Clusters

- Zany Comedies
- Black History + Culture
- Forty Years of Machismo
- Multicultural Drama & Crime Binge
- Cult Classic Comedies
- Mood Boosting Comedies
- Psychological Thrillers
- Martial Arts Action
- A-List Comedies from the 80s / 90s
- Rockumentaries
- High Octane Action
- A Day in the Life Reality TV
- Inspirational YA Tales
- Kingpins of the 90s and 00s
- Family Fun & Adventure
- Black Cinema
- Family Movie Night
- Just for Kids
- Futuristic Action Films
- Haunting Horrors
- Private Eyes & Alibis

CONTENT CLUSTER COMPOSITION: BLACK HISTORY + CULTURE
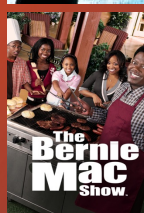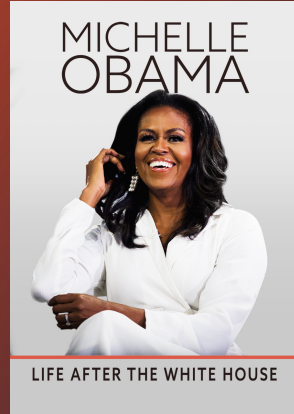
GENDER

♀ **60%**

♂ **40%**

EDUCATION

Graduate School	12%
Some College	17%
High School	23%
College Graduate	48%

HH INCOME
AVG: $35K - $75K

CHILDREN
Nearly half of all consumers in this cluster have children mostly between 7 – 12 yrs. old

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